

Name of the Organisation Aide et Action



Name of the Project iLEAD Trivandrum & Bilaspur (Initiative for Livelihood Development)

End of year report

&

New Proposal Submission for 2015-16

06 November 2015

AIDE ET ACTION

Status of iLEAD in Trivandrum,Kerala state in India and Bilaspur district in Chhattisgarh State, India





The funds provided to your organisation for the current year by TFWA Care were donated following the approval of the TFWA Management Committee and board. Among the prerequisites for funding by TFWA Care are transparency and accountability. We would be grateful if you could send us a brief summary of the project, the objectives achieved, problems encountered, impact on the local community and indicators of the project's success. We will share the report with the Management Committee at the end of year meeting.

Please do not hesitate to report on the project's successes as well as any aspects that did not go according to plan. This serves to provide a greater understanding of the challenges and issues encountered by the communities on whose behalf your organisation is working. Any quantifiable indicators will also be helpful in your report.

Thank you.





Project details

1. Please summarise in a few words the project supported by TFWA CARE, including the principle objectives and duration.

During the current calendar year (January to November 2015), The partnership with TFWA supported Aide et Action (AEAI) to train youth in skill development for improving their employability in Trivandrum & Bilaspur. With the objective of capacitating 300 youths in Bilaspur center and training of 100 youth in Trivandrum center from poor and marginalized sections with special focus on Girls/women, Persons with Disabilities (PWDs), employability trainings imparted for dropout youth from marginalized communities living in rural and urban areas of Trivandrum and Bilaspur. Three months training to youth were initiated in Information Technology Enabled Services (ITES), Customer Relations, Automobile, Bedside Patient Assistant and Electrician were initiated and course of Office Secretary Ship(OSS), was initiated for the benefit and development of communication skills for the candidates. Special focus on development of sales and marketing skills with stress on entrepreneurial aspect was given in Trivandrum Center.

The project has successfully trained 248 youth and placed 197 of them (80%) in various in entry level employment opportunities in various sectors and thereby enabling them to reach out to better livelihood opportunities and lead a dignified life. Still current batches both in Bilaspur (103) and Trivandrum (27) are running which will be getting completed by the end of the year 2015.

initiative in *i*LEAD has increased the opportunities available to the youths in Trivandrum with special focus to women to earn their livelihood by training them in different skills as per the requirement of the industries. ILEAD has successfully changed the life of young adults in Bilaspur too and still is making efforts to change lives of many more. This short term training programme has been instrumental in imparting the candidates' skills to achieve a good livelihood options. The program has brought the underprivileged group at par with privileged group to have livelihood options available with them.

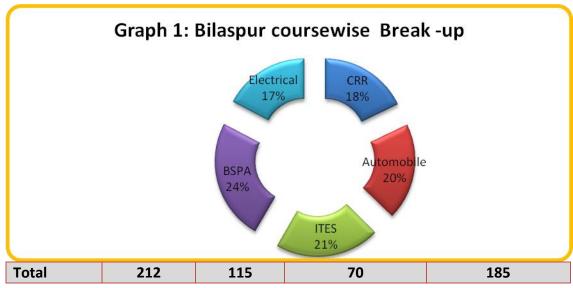




Details of Trained / Placed candidates from 1st January to Sept 2015

A) Bilaspur

Course	Enrolled	Trained		Total
		M	F	
CRR	38	25	8	33
Automobile	39	34	2	36
ITES	47	18	21	39
BSPA	50	7	38	45
Electrical	38	31	1	32

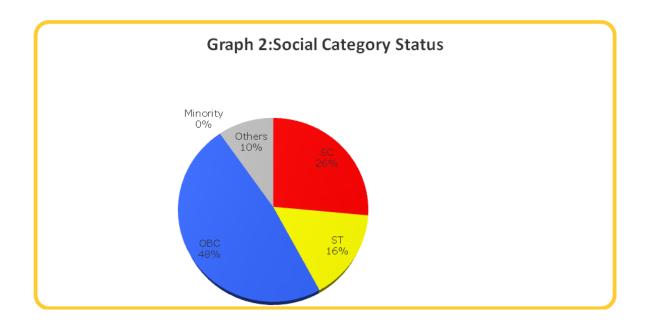


The project in Bilaspur has been able to successfully cover youth from all societal groups, a glimpse of which is visible below:

Course		Social Category			Total	
	SC	ST	ОВС	Minority	Others	
CRR	8	7	15	0	3	33
Automobile	10	5	19	0	2	36
ITES	11	8	15	0	5	39
BSPA	14	5	21	0	5	45
Electrical	6	4	19	0	3	32
Total	49	29	89	0	18	185

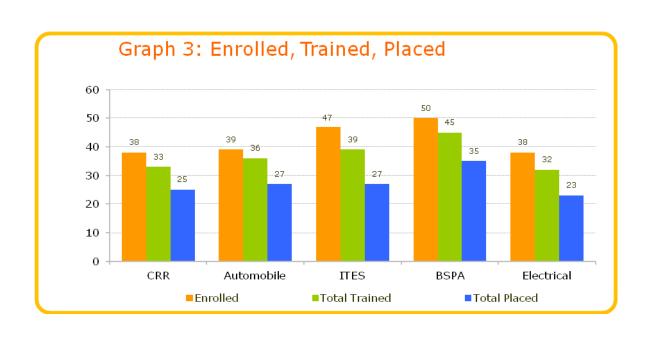






The overall enrolled trained and placed status is as follows:

Course	Enrolled	Total Trained	Total Placed
CRR	38	33	25
Automobile	39	36	27
ITES	47	39	27
BSPA	50	45	35
Electrical	38	32	23
Total	212	185	137





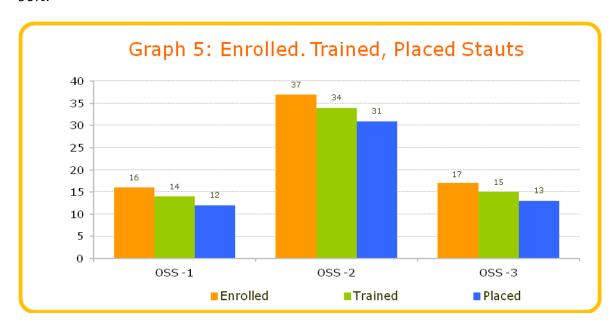


This is to be noted that a batch comprising of 103 trainees is under training and is expected to get completed by the end of year 2015

B) Trivandrum:

Course	Enrolled	Trained
OSS -1	16	14
OSS -2	37	34
OSS -3	17	15
Total	70	63

The Programme in Trivandrum has been very successful and has yielded placements close to 90%.



This is to be noted that as of now, 185 trainees have been benefitted from skill development training in Bilaspur and current batch strength is 103. Also, as of now. 63 trainees have been imparted training in Trivandrum, and batch of 27 is running and is expected to be accomplished by the end of year 2015. This reflects that the total number of beneficiaries is 185+103+63+27=378





2. What activities were carried out within the scope of the project over the course of the year?

Besides the training focussing on technical skills and personality development, it also included a regular interface with local business, industrial and other potential employers for course development, training methodology, placements and building backward and forward linkages. Performance on all parameters pertaining to both course knowledge and personality were monitored and the trainers evolved solutions for each individual to help overcome the areas of concern and address them accordingly. Also, there were significant components for exposure visits and on the job training for all candidates. The candidates got an idea of the demands and conditions in the work places. All the candidates attended the sessions pertaining to life skills and Spoken English to ensure they are industry ready. Guest lectures by experts has enabled the candidates acted as an opportunity for direct interaction between potential employers and employees and also the candidates got to know their placement requirements. Gossip Circle for empowerment, celebration of digital literacy week, World no tobacco day, celebration of 10 years of ILEAD have been the achievements in the year. An Open space for iLEAD students to discuss issues of substance has led for their comprehensive growth. An Orientation was given to basic values such as gender equality, pluralism, and multiculturalism and simultaneously capacitated them with knowledge about their rights and entitlements.

EVALUATION

3. Has the project been successful? Please outline the success factors for each objective as well as the challenges encountered and solutions adopted to overcome them.

In context to the collaboration with TFWA, the reach of the organization towards the marginalized youth had been widened and spread across reaching to newer community are in a greater need of skill training and which had brought in a greater impact among the youth in terms of enhancing their skills and being employable. This had resulted in changing the lives of youth and their family. The project is very proactive in terms of addressing the needs at the field level and ensuring quality training is provided for the youth. The special addition of entrepreneurial aspects to the programme has been successful in giving new horizons to the programme.

iLEAD has provided livelihood opportunities to unemployed youth from the excluded and vulnerable communities in Trivandrum and Bilaspur by ensuring access to relevant training and skill development along with inputs on personality development and forward and backward linkages. This has also helped in reducing mismatch between supply and demand of skills. This training has also helped youth





to emerge as successful entrepreneurs and catalysts for generating more employment opportunities.

The project was successful in enrolling **421** candidates from both the centers out of which, **248** have completed training and **103** candidates ongoing in Bilaspur center and **27** candidates ongoing in Trivandrum (totalling **130** candidates ongoing) and will complete by Dec 2015. It was found that there is a growing demand for skilled and trained women by the market. Counselling programmes were organized to explain to women and their parents that by building the skills and capacities of women in Trivandrum and Bilaspur to take up employment opportunities in the fast emerging service sectors, will lead them to their economic empowerment. Efforts were taken to explain in detail to women that education dovetailed with specialized skills has the potential for employability or self- employment which led to enrolment of more women to the program

The project has covered a total of 378 candidates combining both the centers (248 trained and 130 ongoing). This training has increased their level of skills and has secured livelihoods. Further, it has contributed in a major way to empower the youth to access their other entitlements like education and health.

As the focus was on ensuring social equity in the training program i.e. priority for inclusion of marginalized communities like dalits, tribals, landless, women, disabled persons, etc. **73%** of beneficiaries are from Below Poverty Line (BPL) families whose annual income is less than Rs.36000.

With the aim to ensure appropriate placements for the candidates on completion of the training, Aide et Action has already established links with various employers which has made used to place the candidates. Rapport built with such placement agencies and negotiations were made with them such that they offer appropriate positions and salary to the trained candidates. Of the 248 candidates trained, 198 candidates got placed in relevant industry.

Moving towards sustainability with Alumni Associations – Alumni Association is the network of trained iLEAD youth to express their solidarity. The youth have joined together and have involved into strengthening of the process by developing linkages between the employers and iLEAD. They have also extended their support by involving themselves in Community Mobilisation. The Alumni Association has made the programme very innovative and sustainable in producing the skilled human resource and bridging the gap between the skill demand and supply.





4. Did the work accomplished this year help you learn lessons that will benefit future work?

This year the major learning were in involving youth in social activities such as Celebration of World No Tobacco day, Digital Literacy Week, World Environment Day, International Women's Day besides providing placements, creating internal experts and networking with like minded organisations for best practices:

Companies give more importance to degrees than skills — It is observed in many instances that the companies tend to pay a comparatively lower salary to a person without a degree. To bridge this gap between the skilled youth and the remuneration offered by the company, AEAI has started partnering with corporates and other *companies on a PAN India* level. This ensures that the youth are getting a salary above the minimum wages of concerned state as well as the company gets qualified youth.

Master trainers – AEAI is working on creating subject matter experts from the existing faculties. This initiative would be undertaken by enrolling the faculty for advanced training courses and master training courses. These faculties will later serve as subject matter experts within the organization to up scale the existing course design.

Conduct more research to determine best practices – A better understanding of what the youth need to transit through each stage of life is required. It is only then, once can realize how the youth can become economically self-sufficient. It is decided to bring different organizations together to work more effectively to share their best practice approaches, especially those that are able to reach a significant scale (i.e., serve a large number of youth), be replicated in other settings and environments (with minimal adaptation), and achieve sustainability.

SUSTAINABILITY

5. How has the project had a positive impact on the community/ies at the core of the project and what will be the long term benefits? Please explain if the project has helped empower the beneficiaries by providing greater autonomy.

The training at iLEAD Trivandrum & Bilaspur, has brought a reduction in the number of people living below the poverty line by taping market driven employment





opportunities for marginalised youth from economically weakest sections. The trained women and youth are now more informed as they articulate, analyse and evolve strategies to solve the issues/ problems they face. The trained youth become a positive role model for the community. Further, community has realised the importance of education to children.

6. Will the project continue in the future or is it now complete? Will further funding be required in the future to complete the work? Please indicate if the initial funding request was a multi-year project. ** (see footnote)

The project will continue further to train and reach more youth in Bilaspur. The project will now provide the added advantage of entrepreneurial aspect in the future. This initiative is AEAI's steps towards reaching out to the most marginalised, ground affirmative action in terms of enabling a chance to lead quality life.





FINANCE

7. Please provide a summarised breakdown of how TFWA Care funds were utilised for the project.

No. of candidates to be trained by each center (Trivandrum – 100 & Bilaspur – 300)

No. of candidates trained till Dec 2015 (Trivandrum – 90 & Bilaspur - 288)





	Activities and Budget items	Budget	Utilisation till October
	1. Initiation of Center		
	EPA and curriculum development	1700	1061
	Mobilization of candidates and admission reallocation done for Documentary	2000	
1	Recruitment and training of faculties	1500	974
	Furniture, computers and laboratory set up	500	403
	Reference materials and tool kit to candidate		
	Sub TOTAL 1	5700	2437
	2. Training		
	Faculty salary	11400	9531
	Rent	6600	4363
2	Center maintenance	2900	2332
2	Training materials and consumables	5100	3886
	Exposure visits, guest lectures, apprenticeship and placement services		
	Sub TOTAL 2	26000	20111
	3. Monitoring		
3	Co-ordinator salary		
	Travel, boarding and lodging	2300	1349
	Administration cost		
	Sub TOTAL 3	2300	1349
	TOTAL DIRECT COSTS	34000	23897
	TOTAL INDIRECT DIRECT COSTS (10%)	3400	2390
	TOTAL of the BROUGT	27400	
	TOTAL of the PROJECT	37400	26287
	TOTAL DIRECT COST PER CANDIDATE	85€	





ANNEXES





Appendix - 1

IMPACT - With regards to Community/ies at the core of the Project

The training at iLEAD Trivandrum & Bilaspur has brought a reduction in the number of people living below the poverty line by taping market driven employment opportunities for marginalised youth from economically weakest sections. The trained women and youth are now more informed as they articulate, analyse and evolve strategies to solve the issues/problems they face. The trained youth become a positive role model for the community. Further, community has realised the importance of education to children

The project will continue further to train and reach more youth in Bilaspur. This initiative is AEAI's steps towards reaching out to the most marginalised, ground affirmative action in terms of enabling a chance to lead quality life.

Appendix - 2

Details of Exposure Visits conducted over the period of the year - Trivandrum

SI.No	Trade	Name of the establishment Visited
2	OSS	Anton Tvs, Karamana, Trivandrum. Krishna Sree Solutions, Ambalathara

Details of Exposure Visits conducted over the period of the year - Bilaspur

SI.No	Trade	Name of the establishment Visited
1	CRR	JJ hospital, Narayani Hospital
2	Automobile	Chandra TVS, Mahendra Auto Center, Ashok Leyland, Reliance Trends
3	ITES	Sri Rama computer center
4	BSPA	JJ hospital, Narayani Hospital Shri Ram Hospitals,
5	Electrical	Anchor Franchisee





<u> Appendix – 3</u>

Details of Guest Lecture conducted over the period of the year

Sl. No	Name of the Guest	Topics Covered
1	Mr. Mohan Kumar, Kerala Kala Kendram, Trivandrum	Cultural and ethics of Kerala
2	Mr. Artie Tejas, Indigo Airlines, Trivandrum Branch	Personality Development
3	Miss. Karthika, Front Office, S.P. Grand Days, Trivandrum	Front Office Management
4	Miss. Deepa, Swathy Solutions, Trivandrum	Use of biometrics
5	Miss. Reshma, Customer Service, Domino's Pizza, Trivandrum	Shared work Experience
6	Mr. Rajan, Managing Director, Microtek Computers, Parassala	Use of computers
7	Miss. Robin sal, Customer Service, Domino's Pizza, Trivandrum	Work Ethics and customer support
8	Mr. Jojin, Service Assistant, Pioneer Bajaj, Trivandrum	Work Environment
9	Mr. Selvaraj, Commie II, Residency Tower, Trivandrum	Butchery and services
10	Miss. Sofiya, Front Office Executive, Popular Motors, Trivandrum	Customer relation
11	Miss.Vijila, Asst. Accountant, Accurate Accounting Solutions, Trivandrum	Office Administration





<u> Appendix – 4</u>

TRIVANDRUM – MAJOR EMPLOYERS

Sl.No	Name of the Agency	Address of the Agency
1	Accurate Accounting Solutions	Pattoor, Trivandrum
2	Anton TVS	Karamana
3	Bharat Motors	Marthandam
4	Big Bazaar	East Fort
5	Café Coffee Day	Kowaidyar
6	Domino's Pizza	Kesavadasapuram, Sasthamangalam
7	Gigasphere Solutions	Vellaiyambalam
8	Hinduja Global Solutions	Nagercoil
9	Hotel Residency	Manjalikulam Road
10	Kailash Communications	Pattur
11	KFC Foods	Statue, Trivandrum
12	Kulathumal Motors	Main Road, Parassala
13	Muthoot Yamaha	Karamana, Killipalam
14	Sanjo Motors	N.H. Road, Parassala
15	SBL BPO	Vellaiyambalam
16	Sree Krishna Solutions	Ambalathara
17	Sterling Resorts	Tekkadi, Kerala
18	Style Plus	Kowaidyar
19	SV Constructions	Pettah
20	Travancore Palace	Kovalam





BILASPUR – MAJOR EMPLOYERS

Sl.No	Name of the Agency	Address of the Agency
1	Ashok Leyland	Hirri Mines, Bilaspur
2	Brit Hyolick	J.C.B. Sirgitti
3	Chandra TVS	Bilaspur
4	JJ Hospital	Bilaspur
5	Mahendra Auto Center	Sirgitti, Bilaspur
6	Mahima Big Bazaar	Bilaspur
7	Narayani Hospital	Bilaspur
8	New Life Heart Care Hospital	Bilaspur
9	Pantaloon Rama Magneto	Bilaspur
10	Reliance Trend	Bilaspur
11	Sahara Nursing Home	Bilaspur
12	Shri Ram Hospital	Nehru Nagar
13	Speed Zone	Telepara
14	Suzuki Motors	Jarhabhatta, Bilaspur
15	Yamaha Motors	Jagmal Chowk, Bilaspur





Appendix – 5

CASE STUDIES & SUCCESS STORIES

1. Name: Rani Gond

Trade: - Electrical

Age: 18 Years

Batch No. 15th

Address: C.W.C. Sarkanda, Bilaspur (C.G.)



Introduction: This is a story of an 18 year old girl, who came from a very small family, but she couldn't live with her family last long, because she lost her parents in her childhood. After she lived with

her elder brother for 1 year. She is a girl who is living her life on her own terms and conditions. Currently she is living in C.W.C.Bilaspur Center.

Family Details: Rani came from very small family of 4 members, including her. She lost her parents at very small age, at the age of 8 she lived with her elder brother and did work in small hotel for her livelihood. At that time she suffered a lot for family support. After that she disappointed with her brother and escaped from that place and started living with C.W.C.Bilaspur center as an orphan child.

Struggling Period:

Her struggling period was very long till she came in C.W.C.Bilaspur, She changed so many places to live life peacefully, but wherever she go for that she never get better life, because of that she lost hope also. 4 years back one day somehow she managed to come to Bilaspur and met with her friend, who was working in one hotel, He got to know about her condition and helped her through called child line. After that she came in C.W.C. Now a day she is living in C.W.C. Bilaspur and her condition is improving day by day.

Intervention: One day the In charge of C.W.C. Mrs. Mamta Tiwari Ma'am came with a proposal to training for this girl and from that day she started to coming Aide-et-Action, iLEAD for training after spends some time she was motivated by our faculty members and after that she shown her interest in electrical field. Wherever anybody talk to Rani about her dreams, she always give a very big smile and tell that she wants to do not only job but also wants to become a self-employed, So that's why she choose electrical trade. She doesn't





have fear about wire, current, spark and other electrical parts too. Now she is very confident and always gives positive response about her past. If somebody ask her that how can you do job in electrical field, than she says that why a girl can't do job in electrical field, because she believes that every girl is strong.

2. Name: Monika Patel

Trade: - I.T.E.S. (Information Technology

Enable Services)

Age: 20 Year

Batch No. 15th

Address: Mangla, Bilaspur (C.G.)

Introduction: Monika is a self-motivated girl who can motivate so many people with her activities. This is a very different and

motivational story of a girl who has been imparted training in our center. Monika is a PWD child but she never made this realized to her classmates and faculties also. Monika is a very strong girl who takes care of her very well and gives support to their friends also.

Family Details: Fathers name –Mr. Parmeshwar Patel. He is a farmer and her mother is house wife. There are 6 members in her family. She also belongs to a very poor family. His father is only earning member in her family. Monika belongs to that family where the financial condition is very poor and nobody is there to support her family.

Struggling Period: Everything was fine when she was a little girl but after 6 months her family members taken her to the hospital for general checkup then because of carelessness by the doctor changed her life totally. Her family members didn't know about the fault of doctor and the procedure has taken 1 year. After 1 year her family realized that the problem can't be solved and the problem became incurable and because of this fault her family realized that she would be handicapped for her whole life.

All those things were happened to her when she was a little girl. But after 5-7 years she exactly realized that she was different from other children and it was very shocking for her. But she didn't get demoralize and somehow managed to motivate herself and after that time she never ever turned back in her life.

Intervention: One day she heard about iLEAD training center from her friends who were taking training under the guidance of the organization. She was made aware with the







organization's aim by her friends to provide bread and butter to marginalized youth of the region. She enrolled for the ITES course after a lot of persuasion by the faculty members of iLEAD.

3. Name of a person: - Patrika Gahire

Trade:-B. S. P.A. (Bed Side Patient Assistant)

Age: - 18 years

Batch No. 15th

Address: - Village-Mohabhatta, Thana-

Pathria, Dis. Mungeli.

Introduction:-

This is a story of an eighteen year old girl

Patrika Gahire, who lives in Balgrih (Balika), Bilaspur (C.G.), but her story starts from very small place where education and freedom for girl is very big matter .She is a girl who has big dreams in her shining eyes to fulfill with lots of hopes. She didn't even go for a single class for study but she can read, write and speak well about her dreams. She wants to fly high with confidence and achieve a successful future for herself.

Family background:-

It was peaceful and happy time when she born in her family, she was the only child of her family but after 2 years her mother separated with her father and got married with another man who was already got married and had 4 children.

Struggle period:-

Her mother took her into that family and tried to involve her in that family, but her step father didn't like her and he start beating her and her mother for very small reasons. One day her father beaten her so badly and left her at 3am somewhere in the village. She was cried badly but her father and her mother didn't care for her after that night in the morning one person saw her and took her into the hospital from where she didn't want to go back in her family. Later, after two months she stayed at old age home and then came into knowledge of C.W.C. after that C.W.C. transferred her in Bilaspur Balgrih (Balika). She had such aggression against her father so she filed FIR in same place against her father.

Intervention:-

After her struggling period, she started dreaming again. Patrika is a girl who has shown courage and proved herself even she was alone. One of her hostel in charge brought her to iLEAD and started sending her for training .Initially she was not responding for the question







asked. But after a week, she started giving answer very confidently and kept on asking bout her doubt. Currently she is taking regular training in marketing with iLEAD and she wants to learn so many big things through her hard work, and now she can introduce herself very well and is confident enough to contribute her views for any topic taught in class.

AeA iLEAD team is providing her full support from all aspects and promised her to fulfill her dreams to provide her a job in marketing fields.

4. Trade: I.T.E.S. (Information Technology Enabled

Services)

Name: Dulari Patel

Father's name: Mr. Kartik Ram Patel

Age: 19yrs

Batch No. 15th

Address: Patel Street, Mata chaura, Mangla, Bilaspur

(C.G)



A 19 years old girl name **Dulari Patel**, Belongs to a family with poor financial condition. She lives in a joint family with the single earning member in her family. Her father Mr. Kartik Ram Patel is a farmer and her Mother Mrs. Saraswati Patel is a house wife. Dulari has 2 younger siblings, one brother and one sister. She is the elder daughter in her family. The whole family's responsibility is on her father's shoulders.

When Dulari saw her father she realized that her father needs some help for fulfilling family responsibilities. Then she started doing hard work for helping her father and start dreaming of fulfilling that.

When Dulari got to know about iLEAD then she immediately enrolled for the programme. Throughout the training program she performed very well. After the training, Dulari got a job in Shree Prasuti Grah Bilaspur as a Receptionist. Her monthly income is 2500/- and she is still dreaming high that she wants to get very high salary and good position in computer field.

5. Name : Anisha. M

Father Name: Maryadasan

Place : Ponthura





I am **Anisha** from Poonthura Coastal area, about 10 Kms from the Trivandrum Corporation. I have completed my 12th and I could not proceed to my higher studies. Therefore, I was looking for the short term courses which could provide me job opportunities, I came to know about iLEAD through CMD which was conducted by the faculties there.

With less confidence, I joined iLEAD and opted for the ITES Trade. But after joining I gained the confidence and I got the exposure towards the job market through my faculties who were there all the times behind me and to boost me. After the successful completion of the course I got the opportunity



to work in **Kalyan Silks Trivandrum in billing section** with the pay package of **Rs. 9000- per month.** Now, with my earnings, I am able to fulfil my needs. My ambition is to become the **team leader** of a reputed company.



6. I am Chinju from Attingal, the area under the Trivandrum Corporation. I have completed BA Malayalam from Kerala University then after I was not able to continue my higher studies and didn't get a job to support my poor family. My father is a coolie and my mother is a home maker.

In the mean while I came to know about the courses and the works of the iLEAD from one iLEAD Alumni student. I came here with my friend and I opted for the **OSS Trade**.

After the successful completion of the course I have been placed with G.K. Builders, Malanakku, Attingal with the basic salary of Rs. 6500/- per

month and the incentives extra. Now I am very much happy with my earnings and I can contribute a part of income to my family. My parents also very happy with my effort. **Thanks** for iLEAD!!

7. I am **Sindhu. S** and I belong to karikkakom, about 8 Kms from Trivandrum Corporation. My husband is Mr. Udayakumar working as Coolie. I have two kids. I belong to a poor family. My mother works as a maid servant in the nearby houses and we were short in terms of financial issues. I had completed my B.Com and further I could not proceed my higher studies.





During that time, I came to know about iLEAD through the CMD which conducted by the faculties in Karikkakom area. Through this, I came iLEAD and have opted for the **OSS** trade. During my training period I enjoyed a lot and had new experience how to face the world with the confidence.

After the completion of the course I was placed in GFab Construction as a **Office Secretary** in Sreevaraham, Trivandrum with a pay of **Rs.7500/- per month** and in my leisure time, I take tuition for school students till 8th standard. I am very happy that now I can support my family with my earnings. Now I am confident that I can lead my family.



Please attach your latest annual report as well as any pictures you would like to use to illustrate this report.

** If you would like to submit a request for further funding for a **new project** to be funded by TFWA CARE in 2016, please complete the form on the following page.